

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #026040

Mr. F. Attea
M. ATTEA & BROS.

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear Frank:

Attached are July orders for *Salem* .30¢ Tear Tape product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with *July Salem Tear Tape* product. These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you \$7.00 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	0.5020
SKU WT (w/o Product):	1.1350 lbs
Retail Sales Offers per SKU:	40 units
Billing per SKU:	4 Cartons

PARTNERS 'BONUS' REPORTING DESCRIPTION	S A L _ 9 8 _ . 3 0 / _ 1 P K _
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See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: K. Jurgensen
Enc. Retailer Letter
Retail Customer List

3QTRSL.DOC

51859 6617

JULY DELIVERY
SALEM TEAR TAPE

* * * UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT
DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED * * *

8 SKUs of Displays (Item #541964)

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	#/ (6M) Cases <u>@ .30¢ Off</u>
12300-24194	Full Flavor	<u>1</u>
12300-24195	Full Flavor 100	<u>0</u>
12300-24196	Light	<u>1</u>
12300-24197	Light 100	<u>0</u>

PRODUCT / DISPLAYS ARRIVAL: JUNE 29, 1998

SHIP DATE TO RETAIL: WEEK OF: JULY 13, 1998

EFT \$ AMOUNT: \$649.22

PACKING / SHIPPING PAYMENT \$14.00
(2 (6M) promoted case(s) @ \$7.00).

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULY DELIVERY

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5N5BB2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 1
 DATE: 98-04-29
 TIME: 03:29 PM

 WHOLESALER : 026040 MILHEM ATTEA & BROS.. INC. <DIRECT>
 TEMPLATE : 800438 80700 SAL 98 30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85	M100	LT	LT	CHAIN-ID	SUPPLIER
								QTY	QTY	QTY	QTY		
162601	162625	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	1	1	1	1	4	
162601	162626	398853	MARIC'S	2304 PINE AVE	NIAGARA FALL	NY	14301	1	1	1	1	4	
162601	162625	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1	1	2		4	
162601		760242	B'S QUICK MART	1060 NIAGARA FALL N TONAWANDA	NY	14120		1	1	1	1	4	
162603	162625	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	2	2	2	2	8	
162603	162625	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	4	2	6	4	16	
162603	162629	745889	REECE MOBIL ONTHERU	1051 HARLEM RD	CHEEKTOWAGA	NY	14227	4	1	8	1	14 1449-0000	
162603	162625	812740	RICOTA'S MARKET	206 ELK ST	BUFFALO	NY	14210	2	1	1		4	

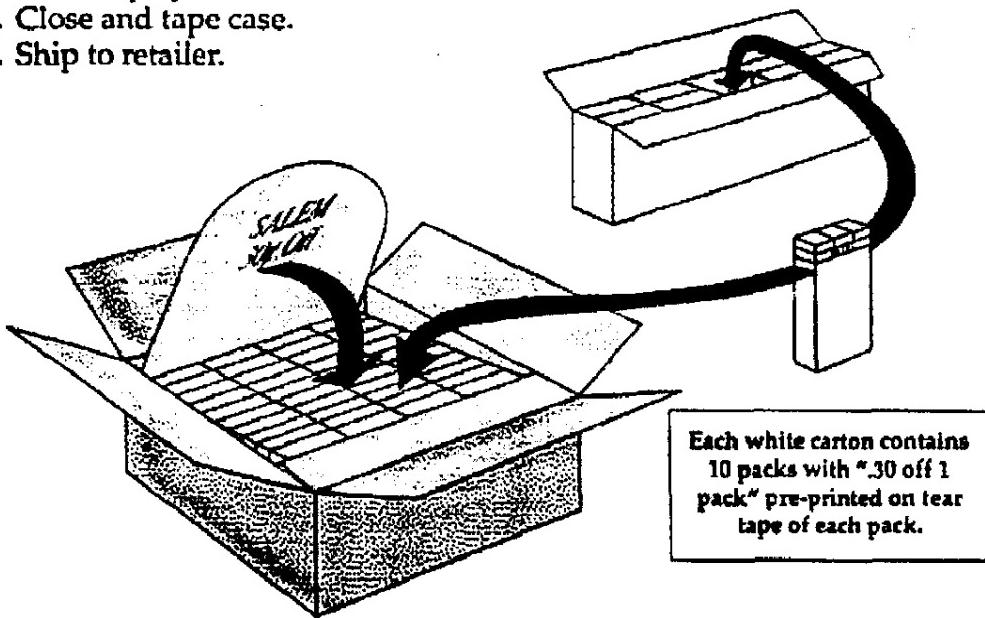
PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 16 10 22 10 58

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 16 10 22 10 58

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WHOLESALER PACKING INSTRUCTIONS**SALEM TEAR TAPE 3RD QTR.'98****July SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541964

MSA Promotion Reporting Description: S A L _ 9 8 _ 3 0 / 1 _ P K _

Brand Style						
Number of Cartons						

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9
5/11/98

Salem '98

30¢ Off Pack Promotion



- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and poster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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